

#GivingTuesday Arts For Life Ambassador Toolkit

What is #GivingTuesday?

#GivingTuesday is a global day of giving that will take place this **December 1st**. It's a movement that inspires personal philanthropy and encourages bigger, better, and smarter charitable giving during the holiday season.

How is Arts For Life involved?

This is the third year Arts For Life will participate and register as a partner organization at givingtuesday.org. Over the past two years, we've raised more than \$6,000 to support our art education programs for North Carolina's children and family members facing serious illnesses and disabilities.

How do we plan to do it? That's where **you** come in! As a social media ambassador who believes in our work, you can help us reach out to others who also believe in the power of art and art education to nurture and heal; you can spread the word far and wide and secure #GivingTuesday participation from your friends and followers. You can help set us on a path to change even more lives in 2016.

#GivingTuesday Tools

This toolkit contains talking points about Arts For Life; a proposed schedule for social activity; suggested Facebook posts and tweets (feel free to use them with your other social media outlets as well); and additional ideas to make for #GivingTuesday 2015 successful for us all.

Connect

Before you start talking and tweeting, be sure you're connected with us. Then—in addition to your own social activity—share and RT any messages that inspire you and that you want to pass on to inspire others.

- If you aren't already connected with us on **Facebook** and **Twitter**, be sure to **LIKE** our page (/ArtsForLifeNC) and follow us (@ArtsForLifeNC).
- As you post and tweet, follow and use our hashtag, which we've newly created for our #GivingTuesday campaign: **#GiveArtsForLife**. Other hashtags related to our work you might want to follow and use include: #ArtsForLifeNC, #ArtsForLife, #ncarts, #arted, #artedu, and #powerofart.
- Bookmark our **online donation page** to link to throughout your campaign: artsforlifenc.org/donate.
- **#GivingTuesday** has many social media channels to follow; visit givingtuesday.org. You can find their additional to help you campaign, including creative graphics, [HERE](#).

Arts For Life Talking Points

In addition to raising money this #GivingTuesday, we want to raise awareness

about our work with pediatric patients—awareness creates involvement in the form of interning, volunteering, you name it, all things just as important and helpful to us as monetary donations. Turn these talking points about us into posts and tweets throughout your social media ambassador campaign, or simply use in conversation with friends, family, and coworkers.

- Arts For Life is a 501(c)(3) nonprofit organization dedicated to supporting young people facing serious illnesses. By providing educational art programs, they enrich patients' lives, nurture their minds and spirits, and encourage positive healthcare experiences for children and their families.
- The organization began as a small project 14 years ago, in 2001, at Brenner Children's Hospital in Winston-Salem. It has since grown tremendously, and now helps children every day in four cities across North Carolina: Asheville, Charlotte, Winston-Salem, and Durham.
- The organization's hands-on, dynamic art programming includes lessons in visual arts, creative writing, and music.
- Arts For Life's arts programs decrease patient stress and anxiety, keep patients active and engaged, and help families cope with the realities of illness. Programs are open and free of charge to pediatric patients, their siblings and family members, and sometimes hospital staff.

As Soon As Possible

Once you sign on as an ambassador, announce to your social media followers that you plan to participate in this year's #GivingTuesday on December 1st, and specifically that you plan to donate to Arts For Life; ask them to save the date and join you. Share why you plan to give, and let them know you'll share more about that leading up to the big day of giving. Educate your followers about #GivingTuesday, as they may be unfamiliar, as well as about Arts For Life. Post to your Facebook, Twitter, and other sites using the messages below, or create your own (be sure to use the hashtags to be a part of the conversation).

On Facebook

- I'm proud to share that I'm a #GivingTuesday Social Media Ambassador for #ArtsForLifeNC! I pledge to donate to the organization on December 1st and spread the word about their work in hopes you'll join me in giving. Stay tuned to my Facebook page and follow @ArtsForLifeNC for pictures and stories about how their #arted programs bring color, creativity, and joy into the lives of young patients facing serious illnesses across NC. [optional: post #GivingTuesday's [save the date graphic](#).]
- Save the date: #GivingTuesday 2015 is Dec 1! This year, I pledge to give to @ArtsForLifeNC, because I believe in the power of art to support children and teens facing serious illnesses and disabilities. Won't you do the same?

- #GiveArtsForLife [optional: post #GivingTuesday's [save the date graphic](#).]
- @ArtsForLifeNC provides art education programs to young patients facing serious illnesses; the lessons enrich their lives, nurture their minds and spirits, and encourage positive healthcare experiences for them and their families. On December 1st, #GivingTuesday 2015, I pledge to support #ArtsForLifeNC, and I'm asking you to join me. Save the date! #GiveArtsForLife [optional: post #GivingTuesday's [save the date graphic](#).]
 - You don't have to be a world leader or a billionaire to give back: #GivingTuesday is about ordinary people coming together doing extraordinary things. On December 1st, I pledge to give to @ArtsForLifeNC. Save the date to join me in this global day of giving! #GiveArtsForLife [optional: post #GivingTuesday's [save the date graphic](#).]

On Twitter

- #GivingTuesday is Dec 1! I pledge to give to @ArtsForLifeNC, because I believe in #arted. Save the date to join me! #GiveArtsForLife
- On #GivingTuesday Dec 1, I will support @ArtsForLifeNC & their work supporting NC's pediatric patients. Will you? #savethedate
- #GivingTuesday is a day for everyone, everywhere, to GIVE! Save the date, Dec 1, and join me in supporting @ArtsForLifeNC! #GiveArtsForLife

Day Of (December 1)

If you'd like, you can change your social media profile photos to indicate that you're a #GivingTuesday Arts For Life Social Media Ambassador. You can download and use general ambassador graphics already created at givingtuesday.org/logos or get creative with your own graphic design. For increased visibility, you can also change your Facebook cover photo using [#GivingTuesday's web banner](#).

And, you could also change your profile photos to one of our logos. Use from our social sites. And repost and retweet updates we'll be posting all day long on our sites! We've got some great pictures and artwork to share, and we'll be posting regularly throughout the day.

You can also take a photo of yourself with a sign sharing your pledge, an action the #GivingTuesday campaign calls an #UNSelfie! [Find examples here](#). You can also use this as your profile photo, or just use as a photo post.

Now's the time to link to our [online donation page](#) as you call on friends and family to follow your lead and act on #GivingTuesday. Create your own posts and tweets, or use these:

On Facebook

- Today, on #GivingTuesday, join me in giving #arteducation to pediatric patients facing serious illnesses. Every dollar helps bring them creativity, color, and joy! A gift of \$25 to @ArtsForLifeNC means one dynamic art lesson for a child in the hospital. \$75 equals a year's worth of art, music, and writing instruction for a patient or their sibling. And \$1,000 provides a whole month of exciting art projects for many patients and their families. [option: use the education graphic from #GivingTuesday; [download HERE](#); or, share a photo from our Facebook page.]
- In 2014, @ArtsForLifeNC brought #arted to 7,000 pediatric patients and their siblings. A gift this #GivingTuesday will help them nurture even more minds and spirits in 2016! [option: use the education graphic from #GivingTuesday; [download HERE](#); or, share a photo from our Facebook page.]
- Each week, @ArtsForLifeNC provides 300 hours of life-changing visual arts, creative writing, and music lessons to pediatric patients and their siblings. Give today on #GivingTuesday so they can continue to be there encouraging positive experiences for these brave children and their families. [option: use the education graphic from #GivingTuesday; [download HERE](#); or, share a photo from our Facebook page.]

On Twitter

- A gift of \$25 to @ArtsForLifeNC = 1 dynamic art lesson for a child in the hospital. Give today on #GivingTuesday! #GiveArtsForLife
- A gift of \$75 to @ArtsForLifeNC = a year's worth of art, music & writing instruction for a child in the hospital. Give on #GivingTuesday!
- A gift of \$250 to @ArtsForLifeNC makes you a sponsor of an in-hospital art table for a day. Give today on #GivingTuesday!
- A gift of \$1,000 to @ArtsForLifeNC means a month of exciting art projects for pediatric patients & their families. Give on #GivingTuesday!
- Last year, @ArtsForLifeNC brought #arted to 8,000+ pediatric patients & their siblings. Give this #GivingTuesday to help them reach more!
- Help @ArtsForLifeNC provide 270+ hours of life-changing #arted each week to pediatric patients & their families. Give on #GivingTuesday!

Any Outlet

- I just gave to @ArtsForLifeNC, and I hope you'll do the same!
<http://artsforlifenc.org/donate> #GivingTuesday #GiveArtsForLife
- I just gave the gift of color, creativity, & joy to pediatric patients! Join me: <http://artsforlifenc.org/donate>! #GivingTuesday #GiveArtsForLife
- I just brought discovery, life, & light into the lives of NC children. Join me: <http://artsforlifenc.org/donate> #GivingTuesday #GiveArtsForLife

Reuse any of the suggested graphics, posts and tweets, or talking points from earlier in this toolkit.

Stay tuned to our Facebook and Twitter pages, as we'll share updates about our campaign and our #GivingTuesday successes that you can then share with those you've encouraged to give and become part of the Arts For Life family.